

WIPO



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WORLD INTELLECTUAL PROPERTY ORGANIZATION

GENEVA

WIPO FORUM ON THE MADRID SYSTEM FOR THE INTERNATIONAL REGISTRATION OF MARKS

Geneva, November 13, 2009

GENERAL INFORMATION

Document prepared by the Secretariat

1. INTRODUCTION

In the current knowledge-based global economy, invention and innovation need to be protected efficiently more than ever, while protecting trademarks internationally has become crucial for their owners to explore and secure export markets. This implies that trademark registration is to be obtained in numerous and often very different jurisdictions worldwide. By using a well-established, simultaneous multi-jurisdiction trademark registration system, trademark owners may effectively secure their business development worldwide.

Administered by the World Intellectual Property Organization (WIPO), the Madrid System for the International Registration of Marks offers a simple, flexible and cost-effective way to simultaneously make a trademark protected in many members of the Madrid Union (see the full list at: www.wipo.int/madrid/en). Each year, an increasing number of trademark owners worldwide use the Madrid system to protect their trademarks internationally (see statistics at: www.wipo.int/madrid/en/statistics).

Based on the experience acquired through regular training and seminars on the Madrid System held in Geneva since 1996, WIPO is now proposing a Forum on the Madrid System for the International Registration of Marks, which is designed to offer to an already knowledgeable users community a working platform to better explore the potential of the Madrid System, including their day-to-day concerns and other aspects pertaining to the system's procedural and legal developments. The Forum is also an opportunity to strengthen links between knowledgeable users of Madrid, the International Bureau of WIPO and IP Offices of Designated Contracting Parties.

The Forum will be conducted in English by WIPO staff with speakers invited from both the private sector and a selected IP Office. The Forum is open to those who are using the Madrid system on a regular basis and/or to those who already have a good theoretical knowledge of the system.

2. OPENING

The Forum will start on Friday, November 13, 2009, at 9.15 a.m. (registration from 9 a.m.) and will end at 5 p.m. on the same day.

3. VENUE

World Intellectual Property Organization (WIPO)
Room B
34, chemin des Colombettes
1211 Geneva 20
Switzerland

4. REGISTRATION

The registration desk is situated in the main entrance lobby of WIPO in Room B. This desk will function for information and registration on Friday, November 13, 2009, from 9 a.m.

Online registration: www.wipo.int/madrid/en/index.html

Registration fee: The registration fee of 250 Swiss francs covers participation in the seminar, the documentation material, lunch and coffee breaks. Registration will only become definitive upon receipt, by WIPO, of the registration fee.

Deadline for registration: November 11, 2009. Please note that registration fees will not be reimbursed for any cancellation received after this date.

Number of participants: The number of participants is limited to 55.

Further information on the WIPO Forum may be obtained from:

Information and Promotion Section
Legal and Promotion Division
International Trademarks Registry
Sector of Trademarks, Industrial Designs and Geographical Indications
Telephones: (+41 22) 338 85 26 or 338 98 68
Facsimile: (+41 22) 338 81 80

5. ADMISSION BADGES

Admission badges are issued to participants at the registration desk. Participants are requested to wear their badges visibly at all times when they are in the Conference Center and in the WIPO buildings.

6. TELEPHONE AND COMMUNICATION

Calls can be made from telephones which could be found at WIPO's lobby. All incoming communications should be made to the following numbers:
WIPO reception desk: (+41 22) 791 91 11.

7. INTERNET CAFÉ

Several PCs are available at the mezzanine floor and in the Information Center at the lobby for use by participants. For those with laptops and WI-FI access cards, WI-FI is available in the lobby of the building.

8. DOCUMENTS COUNTER

The WIPO documents counter is located before the entrance of Room B and will be open on Friday, November 13, 2009, from 9. a.m. A copy of the text of the Madrid Agreement, the Madrid Protocol and the Common Regulations, as well as a copy of the Guide to the International Registration of Marks Under the Madrid Agreement and the Madrid Protocol will be distributed to all participants.

9. TRAVEL/HOTELS

Participants are kindly requested to take note of the following:

(a) Visa

Please ensure you make the preparations necessary to obtain a visa for entry to Switzerland if your nationality requires it.

(b) Hotel accommodation

Information on Geneva may be obtained at the Geneva Tourist Office.

Telephone: (+41 22) 909 7000; hotel reservations desk:
(+41 22) 909 7020; facsimile: (+41 22) 909 7021

Website: www.geneve-tourisme.ch

(c) Travel

The American Express Travel agency is available at the WIPO Headquarters if assistance is required with travel arrangements□

Opening hours: Monday to Friday from 9 a.m. to 5 p.m.

Telephone: (41 22) 791 40 63; fax: (41 22) 791 41 82.
Local calls dial only 022 791 41 82

e-mail: ax.unbtc@aexp.com

10. TAXIS

The nearest taxi rank is situated on chemin Louis-Dunant. Taxis may be called by dialing (+41 22) 320 22 02 or (+41 22) 320 20 20.

11. PUBLIC TRANSPORT

Buses to and from Geneva city center (and the railway station) stop at avenue Giuseppe Motta outside the ITU tower (bus lines 8, 11 and 14 stop at “UIT”) and Place des Nations (bus lines 5, 28, F, V, Z and tram lines 13 and 15 stop at “Nations”). For more information see <http://www.tpg.ch>.

12. OTHER FACILITIES AVAILABLE AT OR NEAR WIPO

- (a) Postal service: There is a Post Office on the ground floor of the International Conference Center Geneva (CICG) located across the street at 17, rue de Varembeé. Hours: 8 a.m. to 12 noon and 2 to 6 p.m. Postage stamps could also be bought from the Information Center located at the lobby.
- (b) Bank: An office of the Union de Banques Suisses (UBS) is situated across the street at 17 chemin Louis-Dunant. Hours: 8.30 a.m. to 4.30 p.m. (Monday to Friday). An Automated Teller Machine (ATM) is also located at the right side of WIPO’s main lobby.
- (c) Cloak stand: Self-service cloak stands, situated in front of Room A, is available for the use of the participants. This area is unattended, and WIPO can take no responsibility for loss or theft.
- (d) Cafeteria: A self-service cafeteria is located at the ground floor of the OMPI/PCT Building Annex and could be accessed by elevator near the ATM on the right side of WIPO’s main lobby. It is open from 8 a.m. to 5 p.m.

13. RESTAURANTS

Participants may also use the cafeteria located in the nearby WIPO buildings. In addition, there are a number of restaurants in the vicinity offering a wide range of cuisine.

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